



Remember who gave you your first cigarette break.

BENSON & HEDGES 100's

No matter what the world did to our 100mm cigarette, it still tasted wonderful. They laughed at our breaks but they made us America's leading 100mm brand.

Year after year, Philip Morris outgrows the rest of the industry combined.

USA **PHILIP
MORRIS**

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American Automatic Merchandiser - October 1977
Military Markets (Commissary & Exchange Editions) - January 1978
Progressive Grocer - December 1977
Chain Store Age (Supermarket Edition) - September 1977
Progressive Grocer (Convenience Stores) - November 1977
Convenience Store Merchandise - November 1977

Wells, Rich, Greene, Inc.



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Source: <https://www.industrydocuments.ucsf.edu/docs/fjkn0003>

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